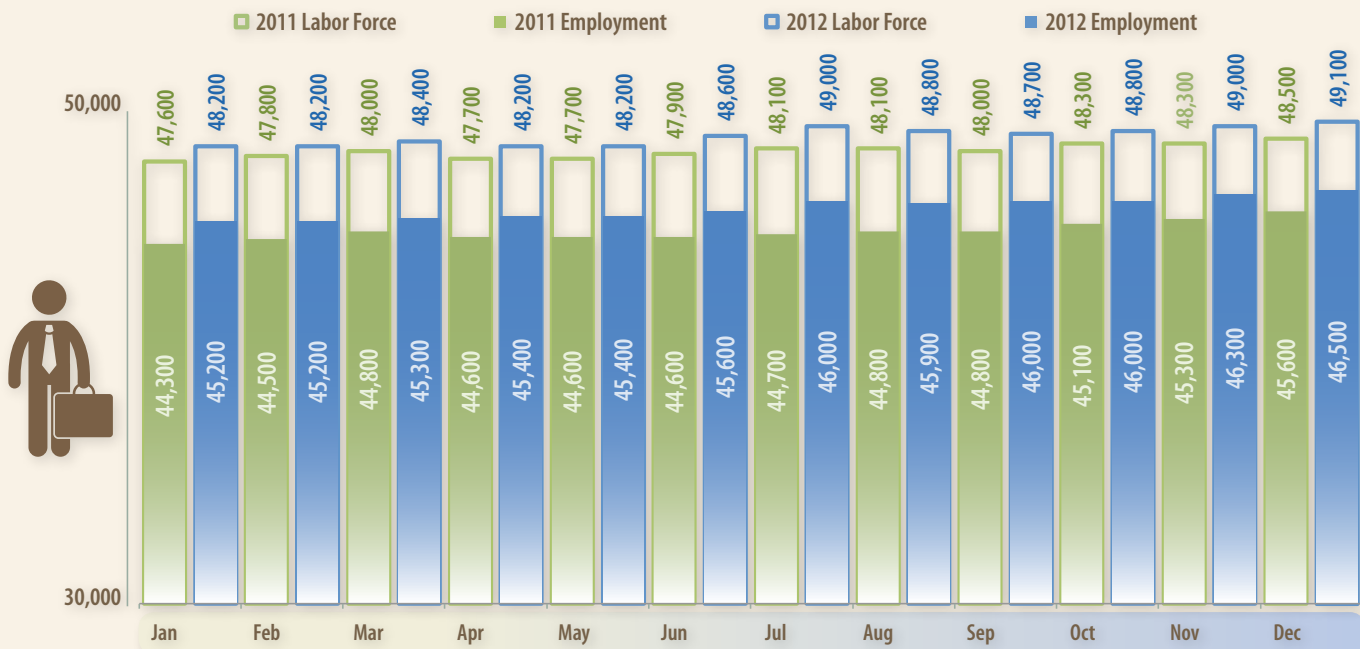


Economic



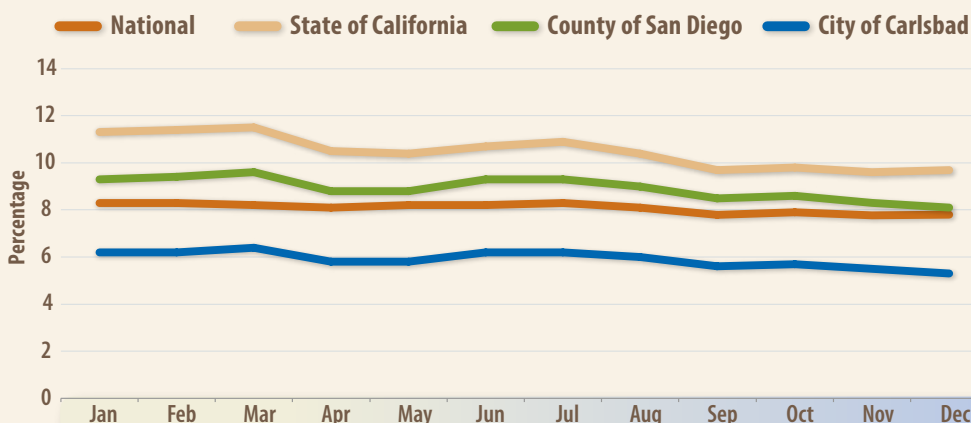
Labor Force



Labor Force = Employment + Unemployment

Unemployment

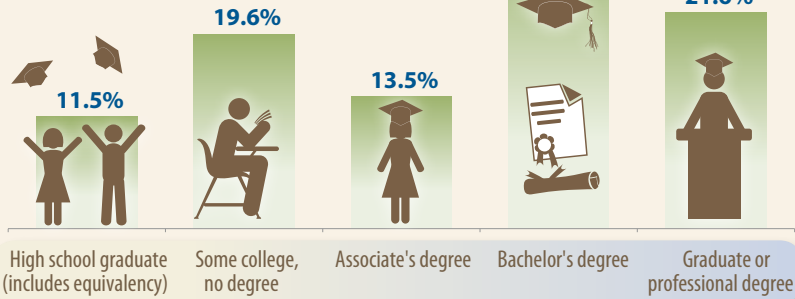
National Comparison



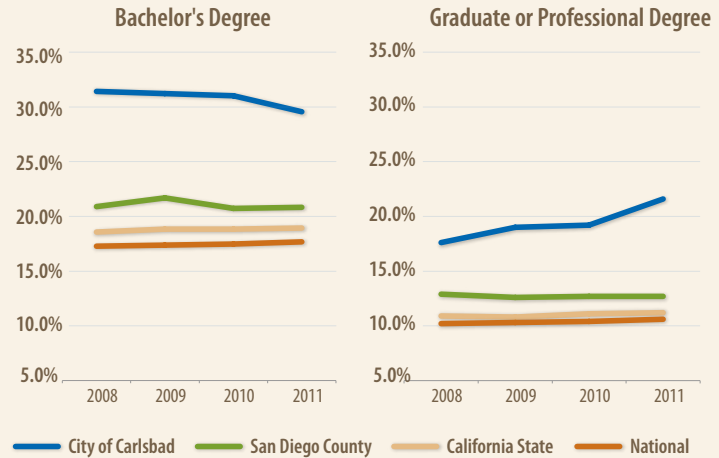
Education Attainment



City of Carlsbad ■ 2011



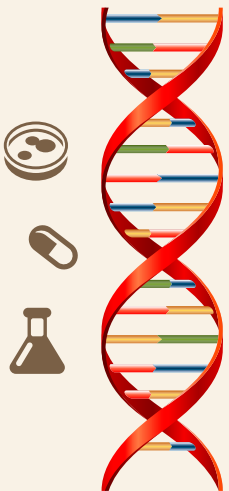
Percentage of Population over 25 years old



Hi Tech Industrial Clusters

Life Sciences

131 establishments



7,033 employees



Action Sports Manufacturing

47 establishments

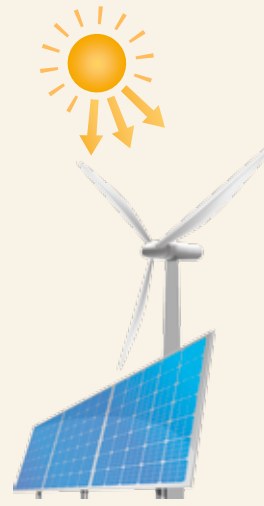


2,773 employees

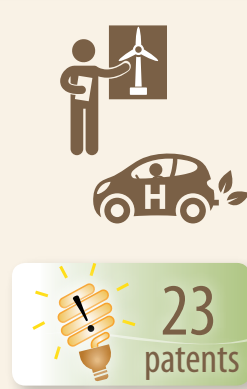


Clean Technology

90 establishments

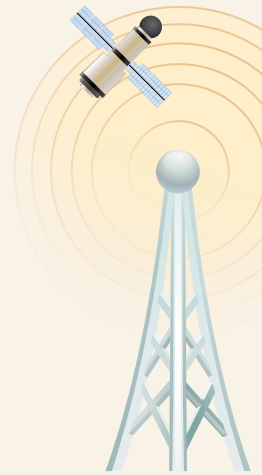


4,882 employees

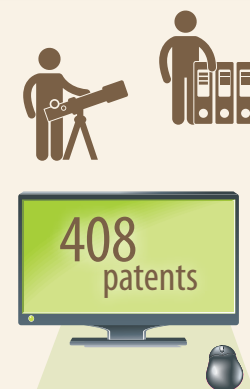


Information Communications Technology

254 establishments



9,203 employees



Total

3,956 establishments



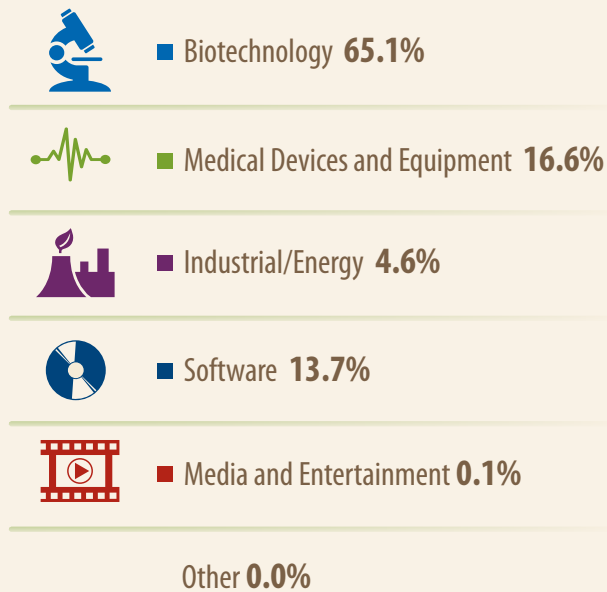
56,411 jobs



Out of 6,211 business licenses issued in Carlsbad, 2,256 are home-based businesses.

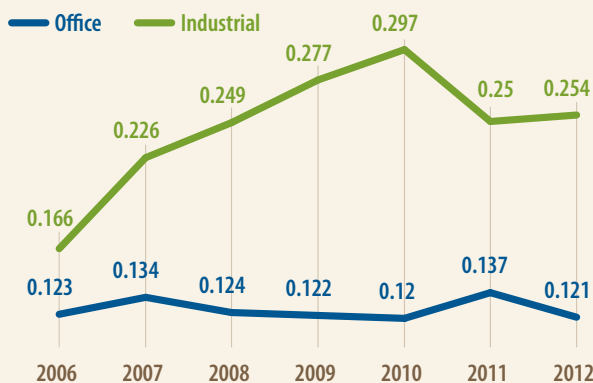
San Diego Venture Capital

Q4 Investment by San Diego



Commercial Real Estate

5-Year Direct Vacancy



12.4%



**Industrial Building
Vacancy Rate**

21.4%



**Office Building
Vacancy Rate**

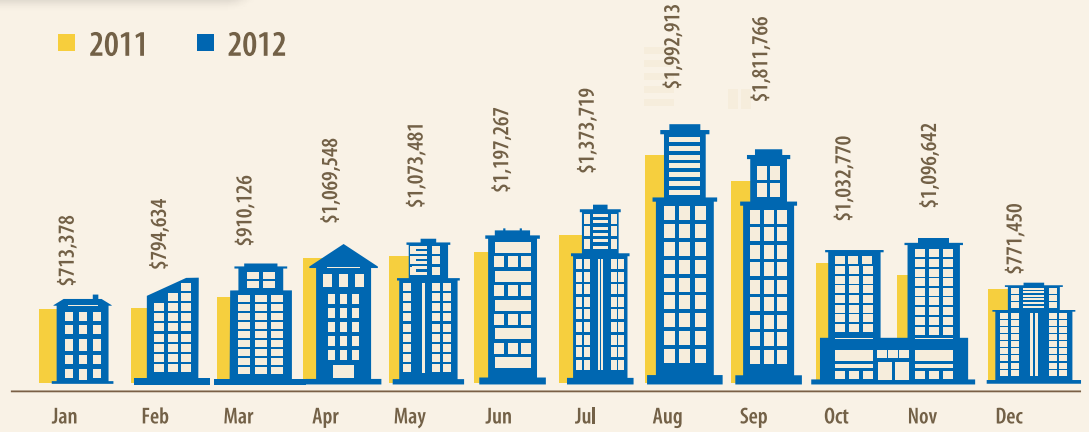
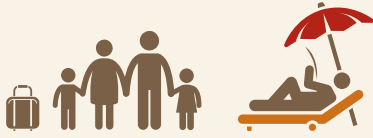
Residential Real Estate



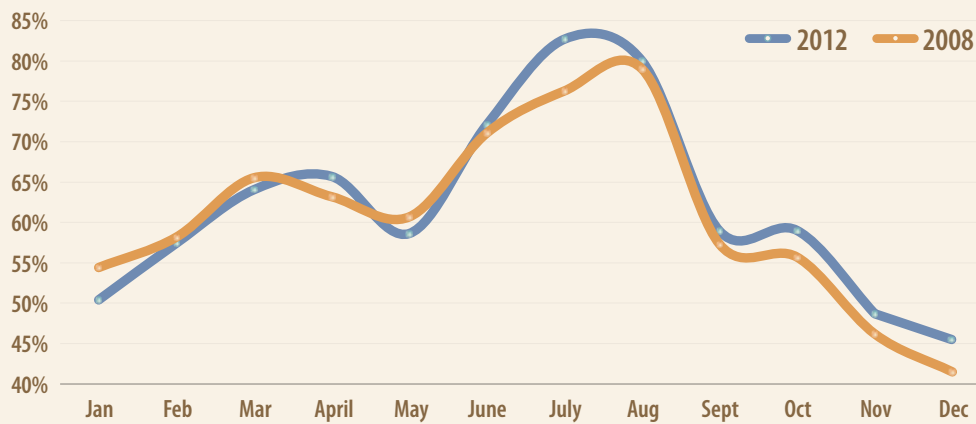
Tourism

Transient Occupancy Tax Revenue

■ 2011 ■ 2012



Hotel Occupancy Rate



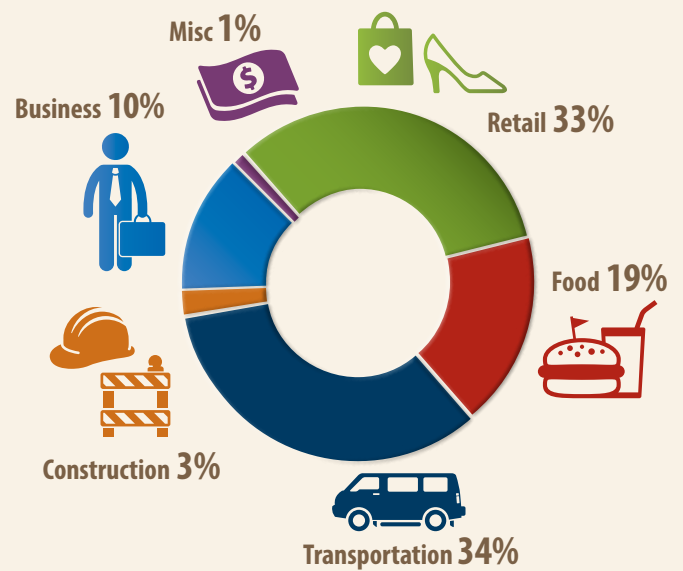
Income

■ National ■ San Diego County ■ City of Carlsbad



\$ Sales Tax

Q4 Sales Tax Revenue



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